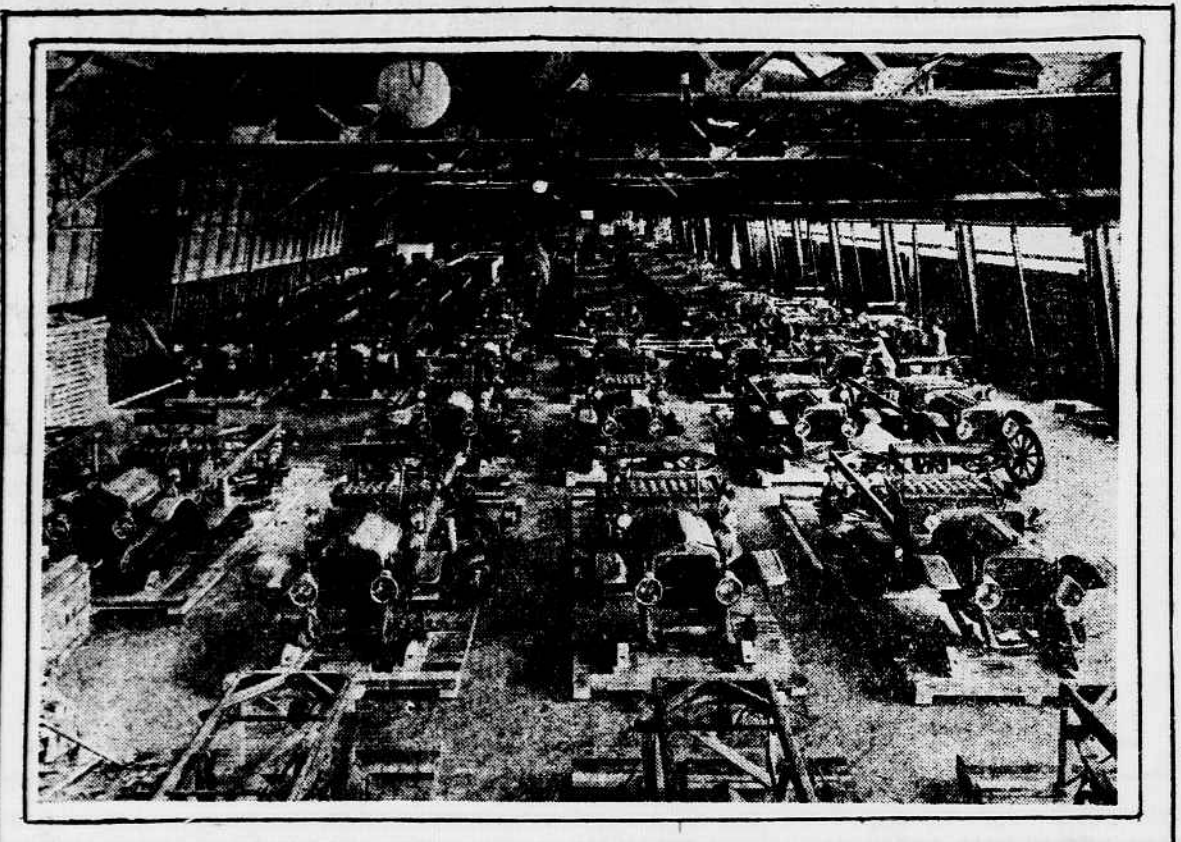


## SHIPPING \$16,000,000 WORTH OF AUTOMOBILES TO RUSSIA FOR ARMY PURPOSES.



## SHIPPING WAR MOTORS FOR THE CZAR'S ARMY

Russian Purchases in This Country Mount High Into the Millions.

In a plea made by Lord Balfour to the workers of Manchester just before the news of the capture of Przemyśl was announced the new first lord of the British admiralty laid emphasis on the fact that Russia was forced to give up the Austrian stronghold which she had won after one of the hardest campaigns of the war, because of her lack of war munitions.

This in great measure was due to the fact that the sea route of Archangel was closed to traffic for the season. Had Germany and Austria's concentrated assault on Przemyśl come a little later, when the ice had thawed sufficiently to permit of navigation, the story of the retaking of the Austrian stronghold undoubtedly would have been different. Supplies and war munitions which would have reached Russia had Archangel's port been free of its icy barrier were held up until too late to be of any material aid to the beleaguered Russian army division at Przemyśl. The supplies at Vladivostok, Russia's only other port, were out of the question on account of the great distance from Przemyśl.

### Where Cars Are Assembled.

An idea of the enormous amount of supplies thus held up may be had in the particular instance pictured in the accompanying photograph, showing one of a number of pieces used for the assembling of White and Packard motor trucks for the Russian government. One wonders what on earth any government can do with thirteen million dollars' worth of automobiles even in war times, yet automobiles to this enormous amount have thus far been furnished to Russia by the United States. Former New York newspaper man, in connection with his father, H. S. Friede.

A few months ago, when Mr. Friede arrived here from Russia, where for eight years he had been selling American-made automobiles, he was compelled because of a mishap in a factory to make use of crutches. Much was made of the incident at the time, many newspaper headlines reading "Crutched by wounds received in battle, comes here to buy American automobiles for Russian government."

### Tying Up Manufacturers.

Within the space of but a few short months Mr. Friede has tied up a number of automobile manufacturers for their entire output until the fall, and is even now at work tying them up indefinitely. Incidentally a number of manufacturers have been compelled to close up shop because of the fact that the raw material on which they were dependent had been tied up by Mr. Friede. In order to facilitate the shipment of the trucks he has a day and night shift working on his pier, where all the automobiles and their parts are assembled for shipment. He has his own wood working plant with about 2,000 feet of lumber on hand. Philadelphia car builders are kept busy working overtime to make the bodies for the trucks. Not an unusual sight is to see a dozen or so freighters each with a capacity of thirty-six cars going down the Hudson river laden with their quota of trucks for the Russian government. Mr. Friede is now arranging to ship his trucks via Vladivostok when the port is open. Archangel is again closed to navigation.

### PLACING NEW ROAD SIGNS.

Philadelphia Auto Club Doing Work in Four States.

The Automobile Club of Philadelphia has started out its service car on the touring bureau on a tour of southern New Jersey, eastern Pennsylvania and portions of Delaware and Maryland to place 1,500 new enamel road signs. W. O. Griffith, chairman of the touring committee, criticizes severely the condition of roads in northern New Jersey, especially the direct routes to New York. These are mostly worn-out macadam roads and many are being repaired. Mr. Griffith believes something better than macadam should be used, especially on the steadily increasing "concrete" roads, while the initial cost is greater, are much cheaper to maintain than macadam, which costs from \$1,000 to \$5,000 per mile each year to maintain.

Roads to all points on the New Jersey coast are largely in good condition. The Trenton-Freedhold route to Long Branch is good, and both routes to Point Pleasant and the coast through Lakewood or Lakehurst are in fair shape. The lower route to Atlantic City via Gloucester ferry, Westville, Glassboro, Clayton, Malaga, Mays Landing and Pleasantville is preferable to White Horse pike. The latter is in poor shape but not so pleasant on account of congested traffic and speed reductions, and only five miles shorter than the lower route. To Cape May a right turn in Mays Landing in the route mentioned above and down the shore boulevard is better than the Millville route.

### Alexander Family Touring.

Mr. and Mrs. James E. Alexander and family and Francis D. Alexander are enjoying a trip in their Studebaker car up the Jersey coast. They left here last Saturday morning, making the trip to Atlantic City in nine and a half hours. At this point they were joined by Mr. and Mrs. John F. Maury and daughter Margaret. The return trip will be via Philadelphia.

## \$50,000 CASH PRIZES FOR AMERICA CUP RACE

Distance to Be 350 Miles Over New Sheepshead Bay Speedway.

With the great two-mile motor-racing track now assured of completion, not only in time for the elimination trials, but also for fully a fortnight of practice preliminary to them, the entry lists for the America Cup race at the Sheepshead Bay speedway, Saturday, October 2, have just been issued. Racing experience this season has still further convinced the Sheepshead Bay Speedway Corporation management of the wisdom of a race that can be completed at 11 o'clock and entirely in less than four hours, giving ample time to catch outgoing afternoon trains after having seen a thrilling hundred-mile-an-hour battle from start to finish. It is that there has been no change made in the 350-mile distance for the race tentatively announced earlier in the season.

### \$50,000 in Cash Prizes.

The race will be for the America cup and prizes aggregating \$50,000 in cash. To give a wide distribution of money and insure a big field continuing in the race to the end, the purse has been split as follows: First, \$20,000; second, \$10,000; third, \$5,000; fourth, \$4,000; fifth, \$3,000; sixth, \$2,000; seventh, \$1,400; eighth, \$1,200; ninth, \$1,100; tenth, \$1,000; eleventh, \$800; twelfth, \$500.

In view of the magnitude and width of the Sheepshead Bay and other new speedways the racing rules have been changed so that thirty-two cars will be eligible to start October 2. Elimination trials will be run Friday and Saturday, September 24 and 25, and Monday, September 26. The cars must show at least eighty-five miles an hour on a one-lap test, and make one hundred eighty-five miles an hour, will be positioned on the starting list in the order of their speed and will move up into the starting list in case of any of the original thirty-two eligibles being withdrawn.

### Insures a Full Field.

This will not only insure a full field up to the limit, but will give recognition to a program of the official speed records they have made in the elimination trials.

The colors of the cars will be according to international usage, i. e., Germany, white; Belgium, yellow; France, blue; England, green; Italy, red; America, red and white. The make of car need not be the nationality of the driver will be the deciding factor. Rapid progress continues in the construction of the Sheepshead Bay speedway. All the steel framework and concrete supports for the track are up. Two million feet of wood surface has been laid, constituting fully one-half of the area of the course. In fact, it is now possible to drive around the entire circuit in an automobile. The grandstand has already been begun, 250 feet of the 2,000 feet being up. Monday carpenters start work in preparation for the installation of the chairs, which will take place at the rate of 2,000 per day. Work on the bleachers, which will extend for three-eighths of a mile along the back stretch, is under way. The track will be entirely completed by September 1, and the grandstand will be ready by September 10 for spectators of the practice tryouts preliminary to the elimination trials.

### LOWERING COST OF TIRES.

Automatic Stokers and Utilization of Waste Steam Cuts Expenses.

An indication of the manner in which big tire manufacturers can reduce the price of tires, through lowering the overhead cost of operating, is revealed by the recent installation of a low-pressure steam turbine in the powerhouse of the Western Rubber Manufacturing Company. Until recently the exhaust steam from the numerous engines and vulcanizers throughout the factory was wasted at atmospheric pressure, with the exception of a small percentage, which was used for heating through vacuum systems. Under the new system, the company has installed a 1,000-kilowatt low-pressure exhaust steam turbine, which utilizes the waste steam from reciprocating engines, vulcanizing tanks and other sources. The steam is collected at atmospheric pressure, passed through the turbine into a condenser, and develops approximately 1,500 horsepower from material that was formerly absolute waste. The capacity of the powerhouse has thus been doubled without adding a cent to the cost of operating, as the same amount of coal is used as in the past.

Furnishing coal to the automatic stokers is another interesting example of efficiency methods at this plant. From the time the coal is placed in the freight cars at the mine until it is re-deposited as ashes in other freight cars, it is handled automatically. The freight cars drop the coal into a hopper in the basement of the power house where it is mechanically conveyed to overhead bins with a capacity of 1,000 tons. From the bins the coal is fed by gravity to the automatic stokers under the boilers. The ashes are collected by a conveyor and carried to an overhead bin, from where they are disposed of by gravity to wagons, or freight cars, as may be required.

## MOTORS

(Continued From Fourth Page.)

In production was in the month of March, when 7,005 cars were shipped. Even in Canada, where one would look for a decrease instead of an increase in sales, on account of the general retrenchment due to the European war, there has been an unprecedented demand for cars. More Overlands have been shipped and sold there so far this year, than during the entire year of 1914. Export shipments, not including Canada, show the same remarkable increase over last year's figures. Although the year is but half over, it was found at the close of June that foreign shipments had amounted to fully 70 per cent of the entire export shipments of 1914.

### Orders Showing Gain.

"In spite of the fact that more cars are being shipped daily from the factory than ever before, orders are showing a steady gain on shipments. The total unfilled orders shown me at the factory totaled 20,000. John N. Willys, president of the company, is straining every effort to cope with this unusual commercial problem. In a comparatively short space of time the production has jumped from 200 cars a day to the present average of 400 cars a day. The company is working on a continuous twenty-four-hour schedule, which keeps a night shift of 1,500 men busy."

The recent addition of seventeen acres of floor space greatly enlarges the manufacturing facilities of the factory.

making it the largest plant devoted exclusively to the manufacture of automobiles in the world, it is said. Today the plant consists of sixty-seven buildings, containing more than seventy-nine acres of floor space. Eight years ago the production of Overlands amounted to 400 cars a year. Today the Toledo factory ships at least 400 cars every twenty-four hours. This production is long will be increased to 600 cars, in view of the new machinery which was being installed while I was at the factory.

The Willys-Knight division of the company has been strengthened throughout the south and east by the addition of two widely known men in the automobile trade. They are John F. Toole, who will take care of the southern territory, making his headquarters at Atlanta, and the other A. W. Barber, one of the veterans of the automobile industry, who will represent the company in the east, with headquarters in New York city.

### Bright Outlook for Electrics.

An unusually bright outlook for the electric is the prediction made by the Milburn wagon works, makers of the Milburn electric vehicle. An extensive market abroad has opened up, according to Sales Manager Roger Woodhull. The commandeering of practically all gasoline cars abroad has left a wide field for the American electric, which has heretofore confined its market almost altogether in this country. The demand for cars for town use in many of the larger foreign cities has become so strenuous that the officials of the company have decided to take the lead in making shipments of electric cars abroad.

"We look forward to a wide sale in foreign countries," Otto Marx, vice president of the company, told me. "We have been assured by Europeans that a light electric will prove the most popular electric abroad. For only a light car will satisfy the demands of those who have been accustomed to European construction. The majority of European car builders do not make bodies for their cars. They sell you the chassis and you are forced to go elsewhere for the body. They have passed up electric starting and lighting for the sake of keeping down the weight and price. In finish, comfort and riding qualities few European cars are the equal of American electric automobiles." The production this year will be above 1,000 cars. Many improvements are being made at the plant, the most important of which is the erection of a large building for taking care of the battery end of the business.

### Adjustment Now in Progress.

H. H. Brand, secretary-treasurer of the Ohio Electric Car Company, in speaking of the electric situation, told me that he believed that the natural readjustment of business affairs was now in progress and that the levels were gradually being sought. Business, he said, was better the past six months than the same period last year. The plant is working steadily, and while the production was not very large, being only several hundred a year, still the officials of the company were pleased with the outlook for the coming year. The plant includes a large service station for Ohio owners. At the present time about 350 men are employed daily in the production department. The plant covers about three acres on the outskirts of the city, and all of the buildings are of modern construction, having been erected but a few years ago.

### Haynes Sales and Deliveries.

A five-passenger Haynes touring car, fully equipped, has been delivered to D. S. Skinner, and an order placed for a Clover Leaf roadster of the same make by Edward A. Gorman.

## DISHONEST MAGISTRATES TARGETS FOR AUTOISTS

Pittsburgh Club Official Asks Drivers to Demand Receipts When Fined.

At least six municipalities have started a raid on owners of automobiles on alleged grounds of violating certain borough or township ordinances, and are assessing the penalties, according to Paul C. Wolff, secretary of the Automobile Club of Pittsburgh. In view of the circumstances, Mr. Wolff says, he again desires to call attention to the desirability of persons fined demanding receipts. He requests that these receipts be sent to him, in care of the Automobile Club, so that he can turn them over to the state highway department, for the purpose of checking up anything that savors of blackmail. In the past, he contends, some magistrates have made these raids for the purpose of benefiting their own pockets and not for the public good.

Secretary Wolff says that Rochester and Freedom authorities are at present causing the arrest of motorists for failure to "blow your horn" while along the Brownsville and Liberty roads and in the Ardmore boulevard. Automobile owners are also being arrested on the alleged charge of exceeding the speed limit. In some cases the subject with the state highway officials for the Pennsylvania Motor Federation, of which Mr. Wolff also is the secretary, it was found that only \$3,000 of money collected in Pennsylvania last year for penalties was returned to the state, and it is assumed that much of the money mulcted out of automobile owners last year was not accounted for by a large number of magistrates levying the assessments. Secretary Wolff says he does not wish to be understood as wishing to convey that magistrates are not honest, but says that the magistrate who practices blackmail and causes wholesale arrests for the purpose of benefiting his own pocket should be made to suffer the penalty for his actions. He therefore asks the co-operation of all motor car owners, in order that the dishonest magistrate may be brought to justice.

## Dort and Mitchell Sales.

Miller Bros' Automobile and Supply House, who have only recently secured the representation in this territory of the Dort and Mitchell cars, report the sales of these cars to the following customers during the past two weeks: Dort cars were sold to H. S. Randall, George S. White, J. W. Holmes, B. Castle, Dr. J. C. Exner, Dr. J. E. Chamberlin, George F. Eamich & Co. and three cars to Shaffer & Noel of Harrisonburg, Va. Sales of Mitchell cars were made to Senator F. M. Simmons, Mrs. Francis L. Adams, Mrs. Minnie E. Boyen, George E. Cornell, D. W. Grubb, H. G. Machet and two cars to the Wilson Motor Company of Baltimore, Md., who are the Baltimore agents of Miller Bros. for the Mitchell cars.

### Hupp Representative Here.

J. G. Roe of the advertising department of the Hupp Motor Car Company, after spending the day in the National Capital as the guest of the Burger Motor Company, left last night for the north.

# "PRIDE,"—that is not Vainglorious

PRIDE in perfecting the Product. Pride in Achievement won, step by step, through frank and fair means only.

Pride in the maintenance of a high standard of Quality—in a reputation for Reliability—DEPENDABILITY—and "the Square Deal" at all times.

The B. F. Goodrich Co. has been making history in the Rubber Industry, for more than 45 years.

It has always been the Leader! It has almost never had a "Boom," or the reaction that follows Boom.

It has been Conservative in all its moves—never Experimenting at its Customers' Expense, yet never lagging behind first place in the Procession.

It has been the Pioneer in nearly all great improvements made in the Working of Rubber.

And, it has grown steadily, surely, as well as stupendously, until the largest Rubber Factory in the World today, is that of The B. F. Goodrich Co. at Akron, O.

The Operations of this Factory require, and utilize, more than 75 Acres of Floor Space, and The B. F. Goodrich Co. frequently employs more than 15,000 people.

NO other Rubber Factory in the World buys so much Crude Rubber, manufacturing as it does more than 90,000,000 lbs. of Rubber Goods yearly.

It pays one-sixth of all the Taxes in the City of Akron, which City has 15 other Rubber Concerns, and more than 100,000 Population.

Some of its "White Anchor" Fire Hose, made way back in 1884 (30 years ago), is still doing good service, because of the Precision Principle and Quality Ambition that lie behind all Goodrich Co. products.

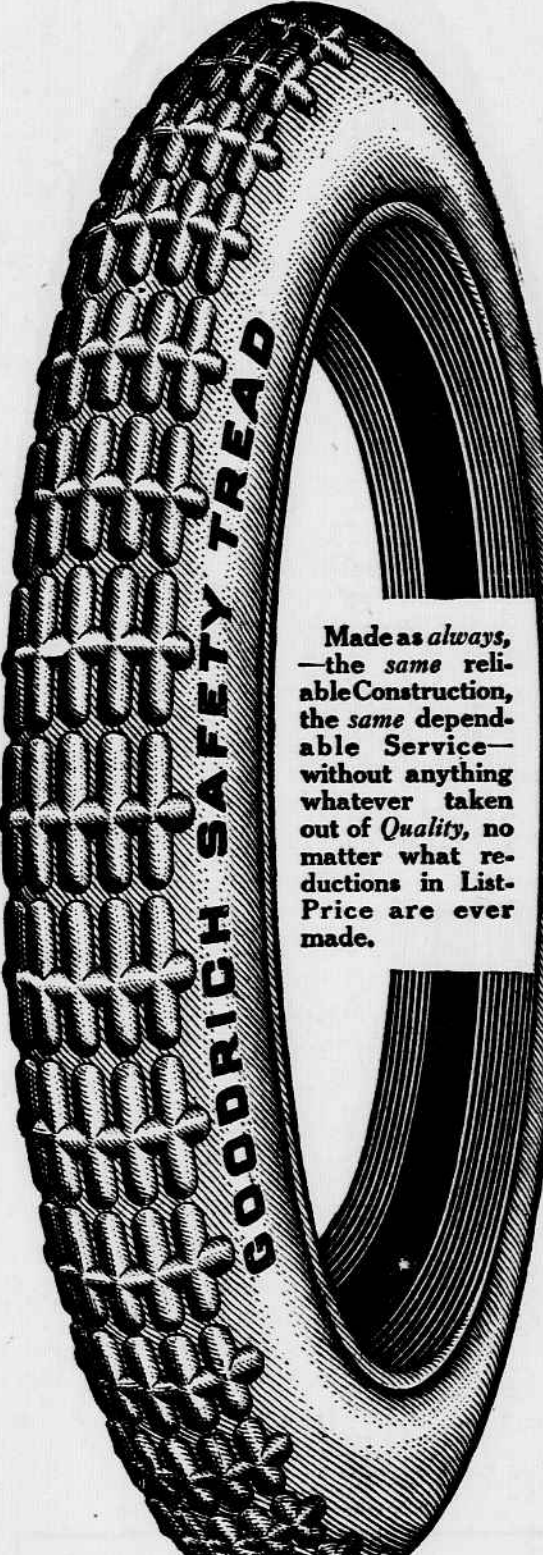
Every day in the year, on average, the operations of The B. F. Goodrich Co. result in its receiving more than 30,000 pieces of Mail, and more than 350 Telegrams.

It manufactures 284 Classes of Rubber Goods.

Some of these Classes subdivide into large businesses. Thus it makes 100 kinds of Rubber Hose, 11 kinds of Rubber Tubing, 8 kinds of Insulated and other wire, etc.

Every day, on average, The B. F. Goodrich Company Factory manufactures:

—60 Miles of Insulated Wire.  
—14 Miles of Rubber Hose.  
—5 Miles of Rubber Belting.



Made as always, —the same reliable Construction, the same dependable Service—without anything whatever taken out of Quality, no matter what reductions in List-Price are ever made.

—12,000 Battery Jars for Electric Cars, etc.

Conveyor Belts that measure as much as five feet wide and weigh more than 3674 pounds each.

—A Hard Rubber Dept. that alone employs more than 500 men.

All this in addition to its other Departments and the 21 kinds of Rubber Tires it makes exclusive of the "Goodrich Safety" Tread Auto Tire.

THIS Volume of Rubber Buying, Manufacturing and Selling, with the corresponding reduction of Overhead Expense when divided over so many classes, is what gives to the Goodrich Factory the lowest Cost for Tire Manufacturing of the highest Grade.

The Responsibility to so many lines of Dealers and Consumers, in so many lines of Trade, is what makes it so zealous in guarding the Quality and Value of each Product that bears the Goodrich name—so slow to launch new things until thoroughly tested—so keen to make Success sure and continuous, rather than dramatic and transient.

And of all these Goodrich Products, that which best expresses the measure of our capacity, our Experience and Good-faith is the Goodrich Safety-Tread Tire.

It does this through giving the greatest Mileage and Resilience in the field, at the fairest Cost, per Mile, to Users.

WHEN you Test these Goodrich Safety-Tread Tires, and compare with others of considerably higher price, you will then understand our Pride in Goodrich Standards and Ideals.

A pride which results in Goodrich Tires being made better each year than they have ever been, and improved with each month's output.

The Goodrich Safety-Tread Tire today gives more Mileage than our own (or any other) plain-Tread Tire, with only about 5% more Cost to us and about 5% more price to you than that of our Plain Tread.

This, in line with Goodrich Co. Policy—which is to base its charges only on its low Manufacturing Cost, no matter how much more price could be obtained for the greater efficiency it develops from same materials.

Pride which results in this, concerns YOUR Pocketbook.

THE B. F. GOODRICH CO.  
Akron, Ohio

## Only 5% Plus for this Best Non-Skid Tire

Note following comparative prices. "A" "B" "C" and "D" represent four widely-sold Non-Skid Tires:

Size	Goodrich Safety-Tread	OTHER MAKES	"A"	"B"	"C"	"D"
30x3	\$9.45	\$10.55	\$10.95	\$16.35	\$18.10	
30x3 1/2	12.20	13.35	14.20	21.70	23.60	
32x3 1/2	14.00	15.40	16.30	22.85	25.30	
34x4	20.35	22.20	23.80	31.15	33.50	
36x4 1/2	28.70	32.15	33.60	41.85	41.40	
37x5	33.90	39.80	41.80	49.85	52.05	

FAIR-LISTED  
GOODRICH  
TIRES